

The Link



USAID
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COMPETE
The Competitiveness and Trade Expansion Program

A Value Chain Approach to Doing Business in Africa

The E-Newsletter of the USAID Competitiveness and Trade Expansion Program (COMPETE)

FIRST EDITION

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Welcome to the first E-Newsletter of the Competitiveness and Trade Expansion (COMPETE) Program, USAID East Africa's flagship trade activity.

COMPETE builds on the success of two prior USAID programs, the Regional Agriculture and Trade Expansion (RATES) program and the East and Central African Trade Hub. By combining the best aspects of these programs, **COMPETE** takes a holistic approach to addressing the constraints and promoting the opportunities available to African companies to increase their competitiveness and

trade with the United States and global markets.

This monthly newsletter is our way of keeping our many private and public partners apprised of our work and to keep you abreast of developments in the trade arena in East and Central Africa. We are extremely excited to be up and running and in our new offices in Nairobi not too far from the USAID East Africa offices in Gigiri.

On behalf of the entire Chemonics consortium team, I invite each and all of you to visit our offices and meet our great team of professionals working to enhance economic growth and food security in East and Central Africa. We look forward to meeting many of you as we travel through the region. We welcome your comments and suggestions on what you'd like to see in this publication.

Enjoy!

Stephen Walls,

Chief of Party, COMPETE

COMPETE PROGRAM OFFICIALLY LAUNCHED

Representatives from the Common Market for Eastern and Southern Africa (COMESA) and the East African Community (EAC) were among the forty+ partners at the April 15th launch of the USAID Competitiveness and Trade Expansion Program, **COMPETE**. **COMPETE** is designed to facilitate trade and competitiveness in regional and global markets. Africa contributes only three percent of the value of goods traded globally. Building capacity in local markets to make them more competitive will help to increase trade, regionally and globally, and help to reduce poverty in the region.

The COMPETE project has three key components. They are: (1) Reduce barriers to trade; (2) Build value chains by enhancing competitiveness and improving market access in the areas of staple foods, specialty coffee and cotton/textiles/apparel, and (3) Increase trade and investment between the U.S. and East and Central Africa (ECA) via the ECA Trade Hub.



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COMPETE will partner with private sector-led Regional Trade Associations, COMESA and the EAC to enhance competitiveness and trade in targeted sectors and create tools that will allow small farmers to participate more effectively in regional trade. The goal is to reduce barriers to trade and help firms adopt international quality standards that make them more competitive in regional and global markets.

EAC Director of Trade, Dr. Flora Musonda and COMESA Director of Investment, Promotion and Private Sector Development, Dr. Chungu Mwila pledged their support to ensure **COMPETE's** success.

The U.S. Embassy Deputy Chief of Mission, Pamela Slutz, stressed **COMPETE's** strategic importance for enhancing the competitiveness of African economies in trade and in investment, especially during challenging economic times. She also noted the timeliness of COMPETE, coinciding with the August Nairobi-based AGOA Forum.

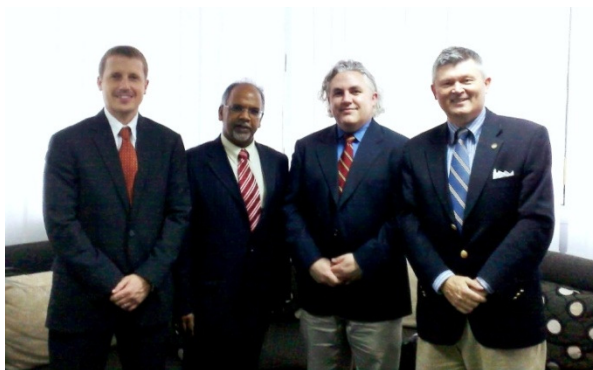


Photo: USAID/EA

Dr. Flora Musonda, East African Community Director of Trade addressing the meeting at the COMPETE launch.

COMPETE HELPS ENTERPRISE MAURITIUS AT AGOA WEEK

COMPETE's, ECA Trade Hub Advisor Finn Holm-Olsen participated in Mauritius AGOA Week which was held from April 6-8 in Port Louis, Mauritius. The event was organized by the Enterprise Mauritius, a consortium of local business leaders, and focused on potential export opportunities under AGOA. As part of this event, the Mauritian Ministry of Industry organized an "Opportunities under AGOA" workshop which was attended by 150 participants from both the private and public sector.



(From left to right: ECA Trade Hub Advisor Finn Holm-Olsen, Hon. Dharambeer Gokhool, Minister of Industry, Science and Research; Chad Schofield, TJM Sourcing; JC Mazingue, JCM Associates.)

Chargé d'Affaires Virginia Blaser opened the event. In her remarks, Ms. Blaser applauded the Mauritian business community for taking initiative to seek out trade opportunities particularly the special benefits available under AGOA. Mr. Holm-Olsen gave presentations at the AGOA workshop, took part in a university discussion on trade, and was a panelist on the topic of AGOA on "Dossier", a live 75-minute television broadcast on Mauritian TV. The US Trade Representative noted that these awareness building and outreach activities, as they dovetail nicely with the upcoming Trade and Investment Framework Agreement (TIFA) talks between the USG and Government of Mauritius. **COMPETE** will be working with Enterprise Mauritius on a number of activities, including participation of several Mauritian

companies at the Africa Pavilion at the MAGIC Apparel show in the US in August.

SUCCESS IS BREWING: AFRICAN WOMEN ATTAIN WBC CERTIFICATION

The World Barista Championship (WBC) Judges Certification Committee carries out certification workshops around the world every year to certify judges for the annual World Barista Championship. The first ever judging workshop in Africa was held in Nairobi, Kenya on March 20th – 21st 2009. Out of 14 candidates, only three passed the intensive two day training and examination program. All three are women and are certified as WBC judges in the Sensory category. They are Erina Nigrini representing Stil Coffee of South Africa, Teija Lublinkhof of Marika's Coffee in Zambia, and Mbula Musau from the East African Fine Coffees Association Secretariat in Uganda.

Mbula Musau is no stranger to the coffee industry. Mbula is the Quality and Marketing Manager for the East African Fine Coffees Association (EAFCA) and is a qualified cupper and Barista trainer with over

ten years experience in the African and Latin America. EAFCA is the regional trade association for specialty coffee growers and with help from USAID's Competitiveness and Trade Expansion Program (COMPETE), and USAID's predecessor program, the Regional Agriculture Trade Expansion Support Program (RATES), EAFCA has focused its core mission on developing the quality and marketing of specialty coffees.

RATES/COMPETE brought in the Coffee Quality Institute (CQI) to work hand in hand with EAFCA on training staff in assessing quality coffee. CQI is the educational arm of the Specialty Coffee Association of America (SCAA). CQI believes that the coffee industry's quest for quality starts with certified professionals who stand by their senses. A CQI volunteer, John Sanders of Hines Coffee, worked with Mbula Musau to strengthen the institutional capacity at the East Africa Fine Coffee Association, training Mbula in coffee grading and assessing coffee quality. Mr. Sanders has also served as a volunteer judge as several African national barista competitions. The combined efforts of CQI and RATES/COMPETE have resulted in expanded knowledge base of African coffee professionals who can assess, cup and grade coffee according to international standards.



WBC Coffee Judges. From left to right: Erina Nigrini, Teija Lublinkhof and Mbula Musau

EAFCA directly links growers with major international roasters and retailers such as Starbucks, Peet's Coffee & Tea and Green Mountain Coffee. EAFCA's commitment to developing a high quality product that meets the demands of global consumers has put African coffee back on the map. Mbula is in charge of coordinating and implementing quality programs and trade and marketing activities for EAFCA and its 10 member countries, so it was no surprise that she wanted to add World Barista Championship Judge Certification to her credentials.

It is a rigorous process to become a WBC judge. Candidates may attain certification as Technical or Sensory judges, but not both. They must pass a series of tests including an intensive written exam focusing on the WBC Rules & Regulations and general coffee knowledge (growing regions, processing, varietals and how all those relate to cup quality). There are hands-on practical tests that involve coffee tasting exercises for sensory judges such as evaluation of Cappuccino and Espresso coffee and blind tasting and evaluation of various brewed coffees and assessment of technical skills for technical judges (evaluating coffee waste, station set-up, and work flow). The examinations were administered by representatives from the Specialty Coffee Association of Europe (SCAE) and who are part of the WBC Judges Certification Committee and they were assisted in facilitating the event by Bridget Carrington and staff from C. Dorman Limited.

WBC conducts judging certification programs to enhance judging competence in the region, to certify judges who will capably run National Barista Championships in Africa according to WBC standards, and to include judges from the region at the 2009 World Barista Championship (WBC) competition in Atlanta. As WBC Certified Sensory Judges, Erina, Teija and Mbula are part of a pool of volunteer judges that will evaluate the taste of beverages served in the 2009 competition, as well as, the creativity, technical skill and overall presentation of competitors.

COMPETE TEAM ON THE MOVE

19 – 23 April Business to Business, Johannesburg, South Africa

From April 19 – 23, Barry Fisher, COMPETE Cotton/Textile/Apparel lead, attended the "Business-to-Business" sourcing event for textiles and apparel organized by the Southern African Global Competitiveness Hub.

24 April USAID and COMPETE Meeting with East African Community, Arusha, Tanzania

On April 24, the COMPETE team, Chief of Party Stephen Walls, Senior Trade Advisor, Bernard Kagira and RADDEX advisor, Michael Smith, along with USAID Regional Trade Advisor, Stephanie Wilcock, travelled to Arusha, Tanzania to brief members of the EAC Community Secretariat about the COMPETE program.

4 – 8 May Revenue Authorities Workshop, Dar es Salaam, Tanzania

Mike Smith, advisor for Revenue Authorities Digital Data Exchange (RADDEX), participated in a workshop for the revenue authorities of Tanzania and Malawi.

8 May AGCI-AGOA Workshop, Nairobi, Kenya

Members of the COMPETE Team attended USAID Africa Bureau's AGCI-AGOA Day at the Windsor Hotel. Shemmy Simuyemba and Barry Fisher participated in a panel discussion on Technical Best Practices of the Regional Trade Hubs.

14 May AGRA-ILRI Markets Conference, Nairobi, Kenya

Steven Humphreys, COMPETE team lead for staple foods, participated in a panel discussion, "Towards priority actions for market development for African farmers" at the AGRA-ILRI Markets conference <http://www.agmarketsafrica.org>.

25 – 26 May USAID and COMPETE Team Meet with African Development Bank, Tunis, Tunisia

Members of the COMPETE Team and USAID Regional Trade Advisor held briefings at the African Development Bank headquarters in Tunis, Tunisia.

2009 EVENTS CALENDAR

Date	Event	Venue	Find Out More
30 May – 6 June	COMESA: Annual Meetings	Victoria Falls, Zimbabwe	http://events.comesa.int/
7-8 June	COMESA: 13 th Summit of the Heads of State and Government	Victoria Falls, Zimbabwe	http://events.comesa.int/
9-12 June	AGOA: Super Floral Show African Pavilion	Atlanta, GA USA	www.superfloral.com
1 July	COMESA: AGOA Summit	Nairobi, Kenya	http://events.comesa.int/
4 – 6 August	AGOA Forum	Nairobi, Kenya	www.agoa.gov/agoa_forum/agoa_forum8.html
31 August – 2 September	Magic Trade Show / Africa Pavilion	Las Vegas, NV USA	www.magiconline.com

CONTACT US

For more information about COMPETE, look for the launch of our website, www.competeafrica.org or

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